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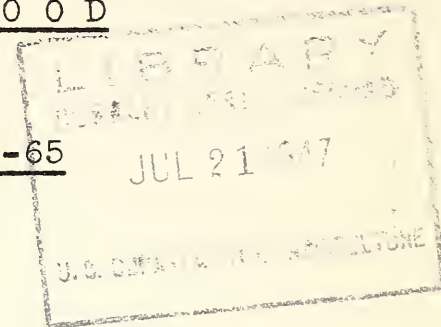
UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE
150 Broadway
New York 7, New York

[JUNE 20 1947]

Y O U R F A M I L Y ' S F O O D

(Topics of the Week:

Government Inspection of Processed Foods 1-65
Plentifuls 66-



1. ANNOUNCER: ...YOUR FAMILY'S FOOD...a program designed to keep you informed on factors affecting your daily food supply, and brought to you by Station _____, in cooperation with the United States Department of Agriculture. Our studio guest today is _____ of the _____ office of the Production and Marketing Administration. What's on the slate for today, _____?
2. PMA: Before I answer your question, I'd like to send one your way.
3. ANNOUNCER: OK, shoot.
4. PMA: Have you ever noticed a shield embossed on a can of food, or blown into the bottom of a glass jar or bottle?
5. ANNOUNCER: Yes, I have, but frankly I have to admit I'm not sure why some containers have shields, and others don't.

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6. PMA: Then you are a perfect foil for today's topic of discussion.
7. ANNOUNCER: I am?
8. PMA: You are, indeed, you see, today, I'd like to talk about Government inspection of processed fruits and vegetables.
9. ANNOUNCER: And if I may now reverse this question and answer process I'd like to ask you just how the shields and Government inspection fit together?
10. PMA: This way, _____. Those shields imprinted on food cans or bottles mean that the food they contain has been packed under continuous inspection...that is, under the constant watch of Department of Agriculture food inspectors.
11. ANNOUNCER: That sounds like protection for the consumer who buys such food.
12. PMA: It is.
13. ANNOUNCER: When you speak of processed foods, _____, do you mean canned goods only, or does that include other types, as well?
14. PMA: Processed fruits and vegetables include products that are canned, frozen, dried or dehydrated. Such items as peanut butter, fruit jams or preserves, pickles, and honey also come under the heading of "processed foods".

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15. ANNOUNCER: I gather that the shield on the container shows that the food has been processed under continuous Government inspection.
16. PMA: That's right. You see, Government inspection is optional. There are two types of inspection services available to packers and processors. One is the continuous inspection which is usually indicated by an embossed shield on the container, or a shield on the label which says "packed under continuous inspection of the U. S. Department of Agriculture." The other type of Government inspection is merely a determination of the quality of a food. The labels on Government graded food usually read Grade A, B, or C.
17. ANNOUNCER: I assume, then that a finished processed food may be examined for quality, or it may be inspected while it is being processed.
18. PMA: That's right. A food manufacturer may have his goods graded for quality after they've been processed, or he may have the services of a Government inspector to observe the processing of the food from the time it enters his plant until it's in the can. In other words, he may use one service or the other, or he may request and pay for both of them.
19. ANNOUNCER: Did you say "pay for the services?"

20. PMA: Yes. A fee is charged to reimburse the Government as nearly as possible for the actual cost of the inspection services.
21. ANNOUNCER: Assuming that a processor has both continuous inspection and grading, just what would the procedure be at his plant?
22. PMA: In that case we'll have to start with the plant itself. The Department of Agriculture has strict sanitation requirements. Only plants willing to establish and maintain the required standards of sanitation are considered.
23. ANNOUNCER: Could you give us an idea of what these requirements are?
24. PMA: The plant must be built so that walls and floors may be kept clean. There must be good ventilation and proper lighting. Insects must be controlled by screening and other means. An adequate supply of pure water must always be available. Plant waste and sewage must be disposed of properly. Machinery and equipment must be arranged and covered to protect food from contamination. Storage rooms must be clean and orderly, and goods must be properly stacked under ideal conditions of humidity and temperature.
25. ANNOUNCER: Wow! That's quite a list of requirements.

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2. The second part is a detailed account of the work done in each of the several departments.

3. The third part is a summary of the results of the work done during the year.

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26. PMA: That's not all, but it does give you an idea of the standards of sanitation required in a modern food processing plant.
27. ANNOUNCER: Well, I guess since processors ask for the inspection services, they're willing to carry out the sanitation requirements.
28. PMA: That's right.
29. ANNOUNCER: Once a plant is approved what does the inspector do?
30. PMA: The inspector carefully watches the food from the time it enters the unloading platform, and follows it from the washers, to cutters, to sizers, to peelers, and along the moving belts where defective portions are removed --- right to the final processing and packaging.
31. ANNOUNCER: And food that has been continuously inspected bears the shield on its container, right?
32. PMA: In most cases. In a plant that also has its products graded, the inspection process does not end when the food is finally packed.
33. ANNOUNCER: I suppose it still has to be inspected for quality.
34. PMA: That's it.

35. ANNOUNCER: How does an inspector go about choosing the food he'll examine for quality?
36. PMA: The Federal inspector selects samples at random in such a way that they are representative of the entire lot from which they are chosen.'
37. ANNOUNCER: How many samples would an inspector take?
38. PMA: That would depend on the type of commodity --- whether it's canned, frozen, or dried --- and also on the size of the containers. For instance, if the inspector were to take samples from one thousand cases of No. 2 size containers --- that would be from twenty-four thousand cans --- he would select 12 cans for examination. Each can would then be opened and examined in detail.'
39. ANNOUNCER: And where would he work?
40. PMA: If he were inspecting produce taken from the plant, he might work in the processor's laboratory right in the plant, or he could work at the nearest Department laboratory.
41. ANNOUNCER: Where are these laboratories located?

42. PMA: There are laboratories in many of the large processing areas in the country, as well as in many of the marketing centers. Here in the Northeast, Philadelphia and New York are manufacturing centers where large quantities of pickles, peanut butter, jams, spices, and other processed foods are inspected.
43. ANNOUNCER: What does the inspector look for when he examines food quality?
44. PMA: There are different tests for various types of foods, but all are inspected for wholesomeness and quality.
45. ANNOUNCER: I can imagine how wholesomeness might be determined, but how is the inspector guided as to quality?
46. PMA: The Department of Agriculture, in cooperation with growers, processors, financing agencies, distributors, and consumers, has developed approximately 85 United States standards for processed fruits and vegetables. These standards might be considered a sort of yardstick with which the quality of a product is measured.
47. ANNOUNCER: How do these standards compare with the commercial grades such as Fancy, Standard, and Choice.

48. PMA: The Department has adopted the simple terms of A, B, and C, which are easy to remember. The steps between the grades indicate degrees of quality value. The commercial terms for canned food grades...Fancy, Choice and Standard...are used synonymously with Grade A, Grade B, and/or Grade C by the Department, so that buyers and sellers who wish to use them may do so.
49. ANNOUNCER: What points do inspectors cover in determining a food's grade?
50. PMA: They examine its keeping quality, flavor, color, size, defects, maturity, the sugar or acid content, and many other factors. After the food has been analysed with these factors in mind, it is given a grade according to its score.
51. ANNOUNCER: If a fruit...like peaches, say...is labeled Grade A, what does that indicate, _____?
52. PMA: That means that the peaches are of first-rate quality. It means they've been carefully selected and processed to produce a food of uniform size, high color, and the ultimate in ripeness and tenderness.
53. ANNOUNCER: I suppose the lower grades lack at least one of the qualities of Grade A products.

54. PMA: That's right. Grade A or Fancy foods are ideal for special dishes, such as attractive desserts, or fruit salads in which appearance is important. Grade B foods...that's the Extra Standard grade for vegetables and Choice for fruits...may not be quite so perfect in appearance, but their nutritional quality is still high.
55. ANNOUNCER: Are Grade B products recommended for general cooking use, in dishes where appearance is not too important?
56. PMA: Yes, they are. The same is true of Grade C or Standard. The food is nutritious and might be classed as a "thrifty buy." Grade C products are recommended for casserole dishes, pies, sherbets, and soups.
57. ANNOUNCER: Come to think of it, don't some labels bear the words U.S. Grade A Fancy?
58. PMA: Yes, they do. Those letters "U.S." before the grade name mean that the food so labeled has been processed under continuous inspection. Sometimes labels also have a box with the words "packed under continuous inspection of the U. S. Department of Agriculture."

59. ANNOUNCER: I should say that the consumer who buys Government grades and inspected food benefits in two ways. First, she has the assurance that it was processed under sanitary conditions; and second, the label tells her exactly what she is paying for. The grade indicates the quality.
60. PMA: That's right. But the consumer is not the only one who benefits from grading and inspection.
61. ANNOUNCER: Who else does?
62. PMA: There's the farmer, for instance. Higher grades bring higher prices, and he has an incentive to produce higher quality products. Bankers, too, are interested in continuous inspection. Financing agencies prefer to make loans on products that are of known quality. Distributors and wholesalers are becoming more concerned with consumers' preferences...not only for brand but for grade.
63. ANNOUNCER: Since most homemakers have definite brand preferences, I don't think they could ask for much more than for their favorite brands backed up with the Government's stamp of approval.
64. PMA: Well, inspection and grading assure fine, wholesome food --- and that is the aim of every homemaker---to serve her family the best she can afford.

65. ANN: We certainly seem to have covered a lot of territory on inspection and grading of processed fruits and vegetables, but now I'd like to know the latest news from the fresh produce markets here in the Northeast.
66. PMA: And for most folks, the latest and best news is that nearby strawberries are starting to arrive on many markets. Of course, they aren't exactly in the plentiful stage yet, but they will be very shortly.
67. ANN: Yes...I know that once strawberries get started, they come with a rush. Where are they coming from at the moment?
68. PMA: Of course, there are always local exceptions, but New Jersey began shipping strawberries last week. There were only a few, though, because cold weather early in May held back the crop. Meantime, Maryland, Delaware and Virginia berries have been supplying the Northeast, along with berries from Arkansas, Tennessee, and Kentucky.
69. ANN: I suppose the important strawberry areas of New England aren't quite ready yet?

70. PMA: Not quite. Information now is that commercial harvesting will get underway about June 10... but only a moderate crop of berries is expected in New England, since acreages are below those of prewar years. Then, too, there was some damage to flowers and buds during frosts in May.
71. ANN: What about quality, though?
72. PMA Well, so far, quality of the strawberries arriving from those States now in production has been just a bit under par. In Maryland and Delaware, for example, dry weather has resulted in rather small berries. In other sections, we'll probably find that rainy spells at the wrong time caused trouble. But regardless of that, I'm glad the strawberry season is here again.
73. ANN: I'm right with you there. What other news have you from the produce markets and farms?
74. PMA: To wind up the fruit situation...oranges and grapefruit are still on the plentiful list.
75. ANN: There must be lots of vegetables, though.
76. PMA: That's right. I'd ~~say~~ asparagus heads the list. Local supplies are near the peak and there's plenty for everyone...and prices are lower than they've been for several years. Another headliner is spinach. It's a real bargain, too...with some wholesale markets reporting prices so low that growers say they aren't even getting back the cost of growing and harvesting. Other greens, such as kale, are also in good supply.

77. ANN: What about lettuce?
78. PMA: Yes, we don't want to overlook lettuce...another local item. Romaine lettuce, especially, is in good supply, and there's quite a bit of the Big Boston type. Iceberg lettuce is available, but the relative supplies make the other kinds more moderately priced. Incidentally, tomato marketings are increasing, so for the first time in many months you should be able to buy fairly good tomatoes at better prices.
79. ANN: You haven't mentioned such old standbys as potatoes and onions.
80. PMA: Oh, there are plenty of potatoes and onions. Funny thing about potatoes, though...both old and new stocks are somewhat higher in price right now. That's because shipments from Maine and other late States are dropping off rapidly, thus increasing the demand for news potatoes. Along with onions, better add scallions to the plentiful list.
81. ANN: Does that make it for this week?
82. PMA: Oh, no. You find snap beans on most markets, and beets, and squash. Also, carrots and radishes and rhubarb...if you'll forgive that rather odd combination. The situation on cabbage is looking up...as you know, supplies have been a little lighter than usual, but they're increasing now. There, I guess that makes it for this week.

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83. ANN: Okay, and thanks very much, _____,
of the Production and Marketing Administration
office in _____, for coming in today
with your information about the family food
supply.

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